

**PRESENTATION BY Red7e:
PUBLIC COMMUNICATION CAMPAIGN**

**Agenda Item E
May 21, 2001**

In January, the council issued a request for proposals for an experienced vendor to develop and implement a public communication campaign to promote life-long learning in Kentucky. A panel of communication experts, educators, and staff reviewed 10 proposals. The field was narrowed to four finalists, who delivered oral presentations. The review panel selected the Louisville-based advertising firm, Red7e. Red7e submitted a joint proposal with its public relations partner, Guthrie/Mayes. A contract between the council, Red7e, and Guthrie/Mayes has been submitted to the state government contract review committee for approval.

Both Red7e and Guthrie/Mayes have excellent records serving government and education clients throughout the Southeast. Notably, Red7e developed two successful campaigns for the Kentucky Cabinet for Health Services—the KCHIP (Kentucky Children’s Health Insurance Program) promotion and a teen pregnancy prevention campaign (“Get a Life First. Wait to Have Sex.”). KCHIP set an enrollment goal of 27,000 eligible children in two years. Following a nine-month publicity blitz, nearly 45,000 of Kentucky’s eligible children (about 80 percent) were enrolled. Other education clients include KET (for its *Workplace Essential Skills* program), Jefferson County Public Schools, Christian Appalachian Project, Bellarmine University, and Indiana University Southeast.

Red7e will make a brief presentation to the council to introduce its staff and the general approach of the campaign, including media and public-relations strategies.

Staff Preparation by Melissa McGinley